

Rep Order# 6825823 Ver# 2 Status Returned
EC'd Yes Traffic Order# 103291

Printed: 06/22/2012 8:33 AM
Last Received: 06/19/2012 7:33 AM
Showing Buylines: All Lines

1 of 8

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2601
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY
Agency C/P/UP/ZE 155/426/2601
Flight Dates 09/28/2012 - 10/04/2012
Hiatus Weeks
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC=*

— REMARKS —
PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	F		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/28-09/28	2	1	2	\$800.00	
2	M		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/01-10/01	2	1	2	\$800.00	
3	TU		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/02-10/02	2	1	2	\$800.00	
4	W		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/03-10/03	2	1	2	\$800.00	
5	TH		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/04-10/04	2	1	2	\$800.00	
6	F		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/28-09/28	2	1	2	\$1,450.00	
7	M		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/01-10/01	2	1	2	\$1,450.00	
8	TU		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/02-10/02	2	1	2	\$1,450.00	
9	W		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/03-10/03	2	1	2	\$1,450.00	
10	TH		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/04-10/04	2	1	2	\$1,450.00	
11	F		7A-9A	TODAY SHW	:30	\$900.00	09/28-09/28	4	1	4	\$3,600.00	
12	M		7A-9A	TODAY SHW	:30	\$900.00	10/01-10/01	4	1	4	\$3,600.00	

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Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P/UP2/E 155426/2601
Flight Dates 09/28/2012 - 10/04/2012
Hiatus Weeks

Rep Firm PHILADELPHIA
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

					Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---
13	TU	7A-9A	TODAY SHW	---	:30 10/02-10/02	4	1	4	\$3,600.00	
14	W	7A-9A	TODAY SHW	---	:30 10/03-10/03	4	1	4	\$3,600.00	
15	TH	7A-9A	TODAY SHW	---	:30 10/04-10/04	4	1	4	\$3,600.00	
16	SA	6A-7A	NW3 AT SUNRISE	---	:30 \$900.00	10/03-10/03	4	1	4	
17	SA	7A-9A	SATURDAY TODAY	---	:30 \$900.00	10/04-10/04	4	1	4	
18	SU	6A-7A	NW3-SUNRS WKND	---	:30 \$375.00	09/29-09/29	2	1	2	\$750.00
19	SU	7A-8A	SUN TODAY	---	:30 \$375.00	09/30-09/30	2	1	2	\$750.00
20	F	9A-10A	TODAY SHW2	---	:30 \$425.00	09/28-09/28	2	1	2	\$850.00
21	M	9A-10A	TODAY SHW2	---	:30 \$425.00	10/01-10/01	2	1	2	\$850.00
22	TU	9A-10A	TODAY SHW2	---	:30 \$425.00	10/02-10/02	2	1	2	\$850.00
23	W	9A-10A	TODAY SHW2	---	:30 \$425.00	10/03-10/03	2	1	2	\$850.00
24	TH	9A-10A	TODAY SHW2	---	:30 \$425.00	10/04-10/04	2	1	2	\$850.00
25	F	10A-11A	TODAY SHW3	---	:30 \$325.00	09/28-09/28	2	1	2	\$650.00
26	W	10A-11A	TODAY SHW3	---	:30 \$325.00	10/01-10/01	2	1	2	\$650.00
27	TU	10A-11A	TODAY SHW3	---	:30 \$325.00	10/02-10/02	2	1	2	\$650.00
28	W	10A-11A	TODAY SHW3	---	:30 \$325.00	10/03-10/03	2	1	2	\$650.00
29	TH	10A-11A	TODAY SHW3	---	:30 \$325.00	10/04-10/04	2	1	2	\$650.00

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Station Advertiser Product Estimate# Buyer Phone# Fax# LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
KSNV-TV LAS VEGAS, NV. () N.R.C.C. IE NRCC IE 2012												
2601 Ben Angle												
Flight Dates Hiatus Weeks												
Agency () NATIONAL MEDIA RESEARCH PLANNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314 Agency C/P/I/P2/E 155/426/2601												
Salesperson Phone# Salesperson FAX#												
215-568-6540 215-568-1845												
30 F 11A-12P RACHAEL RAY :30 \$325.00 09/28-09/28 2 1 2 \$650.00												
31 M 11A-12P RACHAEL RAY :30 \$325.00 10/01-10/01 2 1 2 \$650.00												
32 TU 11A-12P RACHAEL RAY :30 \$325.00 10/02-10/02 2 1 2 \$650.00												
33 W 11A-12P RACHAEL RAY :30 \$325.00 10/03-10/03 2 1 2 \$650.00												
34 TH 11A-12P RACHAEL RAY :30 \$325.00 10/04-10/04 2 1 2 \$650.00												
35 F 1230P-1P NEWS 3 AT NOON :30 \$325.00 09/28-09/28 1 1 1 1 \$325.00												
36 M 1230P-1P NEWS 3 AT NOON :30 \$325.00 10/01-10/01 1 1 1 1 \$325.00												
37 TU 1230P-1P NEWS 3 AT NOON :30 \$325.00 10/02-10/02 1 1 1 1 \$325.00												
38 W 1230P-1P NEWS 3 AT NOON :30 \$325.00 10/03-10/03 1 1 1 1 \$325.00												
39 TH 1230P-1P NEWS 3 AT NOON :30 \$325.00 10/04-10/04 1 1 1 1 \$325.00												
40 SA 5A-3P RYDER CUP :30 \$700.00 09/29-09/29 2 1 2 \$1,400.00												
41 SU 5A-3P RYDER CUP :30 \$700.00 09/30-09/30 2 1 2 \$1,400.00												
42 SA 9A-930A NEWS3 TDY-WKND :30 \$500.00 09/29-09/29 1 1 1 1 \$500.00												
43 SU 930A-10A CHRIS MATTHEWS :30 \$500.00 09/30-09/30 1 1 1 1 \$500.00												
44 F 3P-4P DR. PHIL :30 \$450.00 09/28-09/28 2 1 2 2 \$900.00												
45 M 3P-4P DR. PHIL :30 \$450.00 10/01-10/01 2 1 2 2 \$900.00												

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Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY
Agency C/P1UP2E 155/426/2601
Flight Dates 09/28/2012 - 10/04/2012
Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---

*	62	W	7P-730P	JEOPARDY	:30	\$1,300.00	10/03-10/03	1	1	1	\$1,300.00
*	63	TH	7P-730P	JEOPARDY	:30	\$1,300.00	10/04-10/04	1	1	1	\$1,300.00
*	64	F	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	09/28-09/28	1	1	1	\$1,300.00
*	65	M	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/01-10/01	1	1	1	\$1,300.00
*	66	TU	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/02-10/02	1	1	1	\$1,300.00
*	67	W	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/03-10/03	1	1	1	\$1,300.00
*	68	TH	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/04-10/04	1	1	1	\$1,300.00
*	69	SA	630P-7P	NEWS 3	:30	\$425.00	09/29-09/29	1	1	1	\$425.00
*	70	SA	7P-8P	JEOP/WHEEL	:30	\$525.00	09/29-09/29	2	1	2	\$1,050.00
		Station Remark:	V2	JEOP/WHEEL 630-730P							
	71	M	8P-10P	THE VOICE	:30	\$4,000.00	10/01-10/01	1	1	1	\$4,000.00
	72	W	9P-10P	L&O:SVU	:30	\$3,000.00	10/03-10/03	2	1	2	\$6,000.00

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Advertiser () N.R.C.C. IE

Product NRCC IE 2012

Estimate# 2601

Buyer Ben Angle

Phone#

Fax#

LT In Day Time Program

Len Rate Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

88 M 1135P- TONITE SHW

1235A

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA

ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY

Agency CTP/JP2/E 155426/2601

Flight Dates 09/28/2012 - 10/04/2012

Hiatus Weeks

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

\$1,000.00

10/01-10/01

2

1

2

1

6 of 8

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Station KSNV-TV LAS VEGAS, NV.
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Product NRCC HE 2012
Estimate# 2601
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P/UP2/E 155/426/2601
Flight Dates 09/28/2012 - 10/04/2012
Hiatus Weeks

Rep Firm PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
89	TJ	1135P-1235A	TONITE SHW	:30	\$500.00	10/02-10/02	2	1	2	\$1,000.00		
90	W	1135P-1235A	TONITE SHW	:30	\$500.00	10/03-10/03	2	1	2	\$1,000.00		
91	TH	1135P-1235A	TONITE SHW	:30	\$500.00	10/04-10/04	2	1	2	\$1,000.00		
92	SA	1130P-1A	SAT NITE LIVE	:30	\$1,400.00	09/29-09/29	2	1	2	\$2,800.00		
93	SU	1135P-12A	SPORT NT-L VGS	:30	\$400.00	09/30-09/30	1	1	1	\$400.00		

—REPORT TOTALS—

Report Totals: 167 / \$153,025.00

—SALES MONTHLY TOTALS—

Sep 12: 59 / \$66,425.00 Oct 12: 108 / \$86,600.00

Sales Totals: 167 / \$153,025.00
Station Totals: 167 / \$153,025.00
Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	KATV	KBLR	KING	KLAS	KSNV	KVVU
Market Totals	\$413,581	0%	0%	0%	22%	37%	22%
	KINN	15%	KTUD	KVCM	3%	KVVU	
	XXXX	0%					

—COMPETITIVE COMMENTS—

EST SHARES

Books	NOV12
Demos	RA35+

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Station	KSNV-TV LAS VEGAS, NV.											
Advertiser	()		N.R.C.C. IE									
Product			NRCC IE 2012									
Estimate#			2601									
Buyer			Ben Angle									
Phone#												
Fax#												
Showing Buylines: All Lines												
Agency	()		NATIONAL MEDIA RESEARCH PLANNING		Rep Firm							
	& PLACEMENT		815 SLATER LANE		Sales Office	()	PHILADELPHIA					
			ALEXANDRIA, VA 22314		Salesperson	()	AMY MCCREARY					
Agency C/P/I/P2/E			1554262601									
Flight Dates			09/28/2012 - 10/04/2012		Salesperson Phone#	215-568-6540						
Hiatus Weeks					Salesperson FAX#	215-568-1845						

— CREDIT RISK —
CASH IN ADVANCE